

PENGUKURAN KINERJA PERUSAHAAN DENGAN PENDEKATAN BALANCED SCORECARD PADA PT. INDORAMA SYNTHETICS TBK

Oleh : Santos

This study aims to determine the weighting of the Balanced Scorecard (BSC) perspective using the Analytical Hierarchy Process (AHP), to determine performance measurements based on scores from the BSC perspective, and to find out whether performance indicators require improvement or not based on the Traffic Light System at PT. Indo-Rama Synthetics, Tbk. The type of research is descriptive and research period from May to October 2018. Data collection is done through interviews and questionnaires to managers, employees, and customers. The analytical tool used is BSC and AHP with Expert Choice software 11. The results showed that the results of weighting using AHP, customer and financial perspectives were key perspectives that greatly encouraged the performance of PT. Indo-Rama Synthetics, Tbk., Besides that, service quality, customer support, profitability ratio, liquidity ratio, and market control are the first five criteria for evaluating the performance of PT. Indo-Rama Synthetics Tbk Based on the score from the BSC perspective, the financial, customer, and internal business processes have good performance, while the learning and growth perspective has a moderate performance. Based on the traffic light system, overall the total performance index of PT. Indo-Rama Synthetics Tbk. has a green color, meaning that the company has achieved the expected performance, but in terms of the objective strategy the supporting facilities are still red, this shows a very bad performance, because of that the company must improve it as soon as possible.

Keywords: Analytical Hierarchy Process, Balanced Scorecard, Performance Measurement, Traffic Light System